

WHAT IS CLAIMED IS:

1. A winner deciding system comprising:

information transmitting means for transmitting preliminary information related to a winning location to a mobile device used by a user;

location receiving means for receiving location information specifying a location of the mobile device from the mobile device which has received the preliminary information;

winner deciding means for deciding a winning mobile device based on the received location information and the winning location; and

winning result transmitting means for transmitting a winning result at least to the decided mobile device.

2. The winner deciding system according to claim 1, wherein the preliminary information includes at least image information related to the winning location.

3. The winner deciding system according to claim 1, wherein the preliminary information includes at least sound information related to the winning location.

4. The winner deciding system according to claim 1, wherein the information transmitting means transmits the preliminary information in response to a request from the mobile device.

5. A winner deciding method comprising:

an information transmitting step of allowing

information transmitting means to transmit preliminary information related to a winning location to a mobile device used by a user;

5 a location receiving step of allowing location receiving means to receive location information specifying a location of the mobile device from the mobile device which has received the preliminary information;

10 a winner deciding step of allowing winner deciding means to decide a winning mobile device based on the received location information and the winning location; and

15 a winning result transmitting step of allowing winning result transmitting means to transmit a winning result at least to the decided mobile device.

6. The winner deciding method according to claim 5, wherein the preliminary information includes at least image information related to the winning location.

20 7. The winner deciding method according to claim 5, wherein the preliminary information includes at least sound information related to the winning location.

25 8. The winner deciding method according to claim 5, wherein the information transmitting means transmits the preliminary information in response to a request from the mobile device.

9. A winner deciding program causing a computer to

function as:

information transmitting means for transmitting preliminary information related to a winning location to a mobile device used by a user;

5        location receiving means for receiving location information specifying a location of the mobile device from the mobile device which has received the preliminary information;

10       winner deciding means for deciding a winning mobile device based on the received location information and the winning location; and

winning result transmitting means for transmitting a winning result at least to the decided mobile device.

10. The winner deciding program according to claim 9,  
15       wherein the preliminary information includes at least image information related to the winning location.

11. The winner deciding program according to claim 9, wherein the preliminary information includes at least sound information related to the winning location.

20       12. The winner deciding program according to claim 9, wherein the information transmitting means transmits the preliminary information in response to a request from the mobile device.

25       13. A computer-readable recording medium, wherein the recording medium stores the winner deciding program according to any one of claims 9 to 12.